• Welcome and Introductions
• Follow-up Items
• CWG Member Report Back
• Government Affairs
• Phase II Update
• Community Engagement
• Diridon Station Area Update
• Next Steps
Zoom Webinar Attendee Controls

**Audio Settings** (only visible if the host hasn't granted you permission to talk): Change your audio settings. You can also click the upward arrow (^) next to change your speaker.

**Unmute/Mute**: If the host gives you permission, you can unmute and all participants will be able to hear you talk. If the host allows you to talk, you will receive this notification - **click “unmute myself”**

**Raise Hand**: **Raise your hand** in the webinar to indicate that you want to make a comment.

**Question & Answer**: Open the Q&A window, allowing you to ask questions. The hosts can either reply via text in the Q&A window or answer your question live.
Upcoming Meetings – Santa Clara

• Upcoming Santa Clara CWG Dates
  - May 13, 2021, 4:00 PM
  - September 16, 2021, 4:00 PM
  - November 18, 2021, 4:00 PM

• VTA Board of Directors vta.org/about/board-and-committees
  - March 4, 2021, 5:30 PM
  - April 1, 2021, 5:30 PM
  - May 6, 2021, 5:30 PM

• Kate will email alerts for other meetings, e.g. Board Workshops
Follow-Up Items
Kate Christopherson, VTA
Follow-up Items: Santa Clara

• Find a new Old Quad Residents Association representative ✔️

• Connect VTA’s Government Affairs team to new Santa Clara City Councilmember Jain ✔️

• Keep CWG members informed of TOC Playbooks on future City Council agenda – VTA will provide an update when one is available
Questions
CWG Member Report Back
Report Back

• Ana Vargas-Smith Reclaiming Our Downtown
• Christian Pellecchia Silicon Valley Central Chamber of Commerce
• Curtis Leigh Hunter Storm
• Eddie Truong The Silicon Valley Organization

• Jack Morash South Bay Historic Railroad Society
• John Urban Newhall Neighborhood Association
• Luke De Vogelaere San José Earthquakes
• Ron Miller Bellarmine College Preparatory
• Jonathon Evans Old Quad Residents Association
Federal Updates

• Biden Administration Transition

• American Rescue Plan and Future Infrastructure spending bill

• Continuing Appropriations Act, 2021
Questions
Phase II Update
Bernice Alaniz, VTA
Submitted EPD application to FTA on January 7, 2021.

- Requested $1.72 billion
- FTA allocated another $100 million to VTA on January 11, 2021.
- Combined with the August 2019 allocation, FTA has allocated a total of $225 million to VTA for the Phase II Project.
Requests for Industry Feedback (RFIF)
- Released **Tunnel RFIF** on Sept. 16, 2020
- Released **Systems RFIF** on Oct. 16, 2020
- Released **Stations RFIF** on Nov. 20, 2020
- **Santa Clara Station & Newhall Yard RFIF** to be released in late 2021

Requests for Qualifications (RFQ)
- Released **Tunnel RFQ** on Dec. 29, 2020
- **Systems RFQ** to be released soon
- **Stations RFQ** to be released soon
Rail Systems Organization

• BART and VTA have jointly formed a Rail System Organization (RSO) with RSO Officers appointed by each agency to lead coordination efforts
• Lesson applied from Phase I/Berryessa Extension
• Through RSO, BART and VTA are jointly developing project requirements and design criteria aligning with applicable BART, state, federal, and industry standards to be part of contract procurement documents
Questions
Community Engagement
Gretchen Baisa, VTA
Construction Education & Outreach Plan (CEOP)

Five Elements
- **General Outreach** – Raise visibility along the alignment and beyond
- **Stakeholder Engagement** – Build relationships with those most touched by the project
- **Business Resources** – Support during construction
- **Placemaking/Activation** – Enhance access and awareness during construction
- **On the Radar** – Coordinate with other projects in area on messaging and communications

Two Parts
- **Part A** – Planning
- **Part B** – Construction
VTA’s Project Communications and Outreach Policy & Procedures

2018 Final Supplemental Environmental Impact Statement/Subsequent Environmental Impact Report

Construction Outreach Management Program (COMP)

Contract Plans & Specifications

Draft Construction Transportation Management Plan (CTMP)
Final Emergency Services Coordination Plan (ESCP)

Contractor

Final CTMP
Final ESCP

Community Outreach Project Implementation Plans (COPIPs)

Traffic Control Plans

Legend
- VTA’s BART Silicon Valley
- VTA’s BART Silicon Valley External Affairs Team
- Design-Build Contractor

Note: The CEOP is the Project Communications and Outreach Plan for VTA’s BART Silicon Valley Phase II Project.
Importance of the CEOP

The CEOP is a commitment from the 2018 environmental document that provides:

- **Activities and resources that support** community and stakeholder outreach and construction impact communications throughout the Phase II Project;
- **Strategies and tactics for coordinating construction activities** with existing business operations and other development projects to minimize disruption and delays; and
- **Processes for addressing concerns** of businesses and their customers, property owners, residents, and commuters.
Communication Methods

- **Methods include:** ads, events, field hours, emails, flyers, press events, newsletters, phone calls, public meetings, signage, tours, website updates, etc.

- **Trigger:** The activity or project milestone that activates the need for communication

<table>
<thead>
<tr>
<th>Communications Method</th>
<th>Definition</th>
<th>Trigger</th>
<th>Timing*</th>
<th>Frequency</th>
<th>Type</th>
<th>Occurrence</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisements – Print and Broadcast</td>
<td>Purchased print space or airtime to communicate to a large audience and/or specific demographic audiences, i.e., seniors, youth, Vietnamese, etc.</td>
<td>Highlighting an activity, event or changed condition</td>
<td>At least 2 weeks prior to trigger and throughout duration of the trigger</td>
<td>As needed per trigger</td>
<td>Collateral</td>
<td>As needed</td>
<td>2 weeks prior</td>
</tr>
<tr>
<td>Briefings</td>
<td>Small group discussion relaying significant project information</td>
<td>To get or give project information, unprompted or scheduled</td>
<td>Depends on the urgency of the trigger</td>
<td>Based on trigger or prescheduled for planned recurring updates</td>
<td>Meeting</td>
<td>As needed</td>
<td>Based on urgency</td>
</tr>
<tr>
<td>Brochures</td>
<td>Multi-page publication promoting the benefits a project will have on the community, locally and regionally</td>
<td>Dependent on need to reach large audiences on a semi-regular basis</td>
<td>As needed per trigger</td>
<td>As needed per trigger</td>
<td>Collateral</td>
<td>As needed</td>
<td>As needed</td>
</tr>
</tbody>
</table>

Sample communication methods from Appendix F – Communication Chart
CEOP Development: Companion Plans

• Targeted outreach through seven (7) Community Outreach Project Implementation Plans (COPIPs) developed by BSV EAT once additional details are provided by Design-Build Contractors
  o East Portal
  o 28th Street/Little Portugal Station
  o 13th Street Mid-Tunnel Facility
  o Downtown San José Station
  o Diridon Station
  o Stockton Avenue Mid-Tunnel Facility
  o West Portal, Newhall Maintenance Facility and Santa Clara Station

• Business Resource Program
General Outreach

Examples of General Outreach – Part B activities include:

- 24/7 Emergency Hotline
- Field Offices
- Construction notifications two weeks prior to activity
- Coordinate construction activities around public events and holidays
## Example Requirements – General Outreach

<table>
<thead>
<tr>
<th>CEOP Requirement</th>
<th>Part A</th>
<th>Part B</th>
<th>Env. Req.?</th>
<th>Contract Req.?</th>
</tr>
</thead>
<tbody>
<tr>
<td>BART Silicon Valley (BSV) External Affairs Team (EAT) to coordinate construction activities that correspond to public events and holidays and ensure appropriate action is taken to minimize construction impacts to the public during these times.</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>BSV EAT to produce alternative commute campaigns to increase awareness on how to avoid congestion and use alternative modes.</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>BSV EAT will determine which detours from the Traffic Control Plans require notifications and public outreach. BSV EAT will prepare public-facing versions that will be provided to the Cities of San José and Santa Clara and distributed and published externally (as-needed).</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>BSV EAT to establish construction bulletin webpage to house ongoing and upcoming construction updates</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>BSV EAT to work with partner stakeholders to disseminate project construction information</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
</tbody>
</table>
Stakeholder Engagement

Examples of Stakeholder Engagement – Part B activities include:

- Monthly construction coordination meetings
- Safe Routes to Schools Engagement (28th Street/Little Portugal)
- Coordination meetings with transit providers as needed
- Outreach effort for Stockton Avenue mid-tunnel facility
### Example Requirements – Stakeholder Engagement

<table>
<thead>
<tr>
<th>CEOP Requirement</th>
<th>Part A</th>
<th>Part B</th>
<th>Env. Req.?</th>
<th>Contract Req.?</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSV EAT to brief key stakeholders on the construction issues, mitigation measures, and planned community outreach during construction</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BSV EAT to coordinate regular messaging with City of San José DOT and City of Santa Clara</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BSV EAT to attend monthly construction coordination meetings when field work will be occurring (i.e. Arena Events and Operations Committee and the San José Downtown Construction Coordination meeting)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>BSV EAT to facilitate stakeholder walk shop of comparable Phase II facilities-ventilation structures</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BSV EAT to initiate discussion with education/school contacts regarding best ways to engage students for 2022/2023 school year, school district information best practice</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Business Resources

Examples of Business Resources – Part B activities include:

- Design and implement business-oriented marketing campaign
- Promote access to businesses during construction
- Develop and implement a social media campaign supporting businesses
- Continue Small Business Task Force
# Example Requirements – Business Resources

<table>
<thead>
<tr>
<th>CEOP Requirement</th>
<th>Part A</th>
<th>Part B</th>
<th>Env. Req.?</th>
<th>Contract Req.?</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSV EAT to establish a process that will address the concerns of businesses and their customers, property owners, residents, and commuters</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>BSV EAT to design and implement business-oriented marketing campaign for project construction</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>BSV EAT to work with property owners and business owners in the project areas to promote access to businesses during construction, including enhanced signage</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>BSV EAT to develop a plan, using the Small Business Resource Study, to promote access to businesses during construction. This plan may include any combination of enhanced signage, marketing assistance, technical business support, and cross promotional efforts to encourage customers to shop at businesses during construction.</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>
Placemaking & Activation

Host milestone events

Install and maintain graphic panels along construction staging areas
# Requirements – Placemaking & Activation

<table>
<thead>
<tr>
<th>CEOP Requirement</th>
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<th>Env. Req.?</th>
<th>Contract Req.?</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSV EAT to identify first tier locations for wrap signage to promote project</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BSV EAT to identify milestone events and create 2022-2023 Special Event Calendar</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BSV EAT to discuss placemaking and wayfinding opportunities with CWGs</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BSV EAT to host groundbreaking event in collaboration with cities and stakeholders</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BSV EAT will provide direction to Contractor on locations, size and content for</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>installation and maintenance for graphic panels along CSA fencing.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
On the Radar

Coordinate with Cities and developers on ongoing and upcoming adjacent construction projects

Coordinate with Cities on wayfinding, messaging, street closures, and detours

Monitor that all construction parking is within the construction staging areas
### Example Requirements – On the Radar

<table>
<thead>
<tr>
<th>CEOP Requirement</th>
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<th>Part B</th>
<th>Env. Req.?</th>
<th>Contract Req.?</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSV EAT to coordinate throughout the life of the project with the Cities of San José and Santa Clara, developers, and Contractor on ongoing and upcoming adjacent construction projects and development plans to minimize disruptions and delays.</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>BSV EAT to coordinate with Cities of San José and Santa Clara on adjacent and BART construction on wayfinding, messaging, street closures, and detours.</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>BSV EAT to monitor that all construction parking is within the construction staging areas</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>BSV EAT to coordinate with Cities of San José and Santa Clara as well as developers on raising awareness about parking space changes.</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Questions
Diridon Station
Area Update
Eric Eidlin, City of San José
Diridon Station
Area Update
Eric Eidlin, City of San José
Diridon Station
Area Update
Lori Severino, City of San José
Coordinated Projects

[Map showing Coordinated Projects in San Jose, including Diridon Station Area, Downtown West Mixed-use Plan, DSAP Amendment, Affordable Housing Implementation Plan, and Infrastructure Financing Strategy.]
## Coordinated Engagement: 2018 to 2020

### 2018
- Establish SAAG
- Public engagement
- Desired Outcomes
- Memorandum of Understanding (MOU) with Google

### Early 2019
- Focus on Diridon Integrated Station Concept Plan
- Google pre-application input

### Fall 2019
- Google’s initial” Downtown West” application and AB 900 certification
- DSAP amendment scoping

### Spring 2020
- Draft concepts for the DSAP amendment
- Online survey, including community benefit priorities

### Fall 2020
- Updated “Downtown West” submittal and DEIR
- Draft Amended DSAP
- Draft Diridon Affordable Housing Imp. Plan
Extensive Community Engagement

Since February 2018…

- 18 SAAG meetings
- 14 SAAG small group discussions
- 21 Community Meetings and Partner Events
- 3 online surveys with ~2,260 responses
- ~200 online feedback forms submitted
- ~75,000 page views and 36,000+ unique visitors on diridonsj.org
- 9 pop-ups at community events
- 5 virtual office hours
- Many meetings with community groups
Diridon Station Area Plan (2014)

A wide mix of buildings and amenities
Interesting public spaces
Easy to get around by foot, bike, and transit
Welcoming to all
Proposing to increase development capacity by about 7,000 housing units and 6.4 million square feet of commercial space (beyond Downtown West)
Recent effort focused on verification of heavy and light rail alignments from the Concept Layout.

Partner Agencies continue coordination with City on Downtown West and DSAP.

Multi-year effort with differing timelines.

Outlining the process steps.

For updates & upcoming event info: https://www.diridonsj.org/disc
DISC Program of Projects

Contingent Projects:
- CEMOF Relocation
- Track Approaches North and South
- Electrification to Gilroy

Interface Projects:
- BSV Phase II Extension
- Diridon Area Parking
- Monterey Corridor
- Airport Connector
- HSR Implementation
- Google and TOD

Disc Program of Projects:
- Intermodal Station
- Historic Depot
- PG&E Substation
- Station Access
- Light Rail Station
- Elevated Tracks

Supporting Plans & Programs:
- Plan Bay Area 2050
- Caltrain Business Plan
- HSR Business Plan
- ACE Vision
- Capitol Corridor Vision Plan
- Capitol Corridor Business Plan
- San Jose Access & Mobility Plan
- VTA High Capacity Transit
- VTA Valley Transportation Plan 2040 (VTP)

Policy & Regulatory Guidance:
- Diridon Station Area Plan (DSAP)
- Downtown Transportation Plan (DTP)
Draft Street Network

Grand Boulevard
Primary Bike Facility
Main Street
Connector
Trail (and Open Space)
Active Greenway
The City’s 3 P Approach

PRODUCTION
Construct new affordable units with public subsidies and private sector contributions

PROTECTION AND PRESERVATION
Enact policies to protect vulnerable households from displacement
Preserve existing housing as permanently affordable to low- and moderate-income households
Preliminary Goals for the Diridon Area

• **25%** of housing to be deed-restricted affordable units at buildout

• In the DSA and ½-mile buffer:
  • Maintain number of low-income renter households
  • Maintain affordability of existing deed-restricted units
  • Launch Preservation Pilot Program
Google’s Downtown West Project

- ~7.3 M sf Office
- ~4,000 Housing Units
- ~500 K sf Active Use
  (Retail, Cultural, Arts, Education etc.)
- ~15 acres Parks + Plazas + Green Spaces

*Illustrative massing reflects the combination of density allowed in project’s zoning and applicable Downtown West design standards and guidelines
Vision for the Area

Images taken from Google’s Design Standards and Guidelines video, October 7, 2020
Downtown West: 3 Pathways

Development Review (entitlements and design)

Environmental Review (CEQA)

Development Agreement
Community Benefits

• Development Agreements (DA) are common tools for large, multi-phased projects
• The DA will include a Community Benefits Plan
• “Community Benefits” go beyond City requirements, mitigations, and discretionary project features
• Per the MOU, the intent is to share back some of the value created by City actions and consider development feasibility
• Releasing the staff-recommended DA in March
Community Benefit Priorities

- Affordable housing
- Displacement prevention and community stabilization
- Education
- Workforce training and employment opportunities
Upcoming Public Meetings

Station Area Advisory Group Virtual Meeting: March 15, 6-9:00 PM
• Presentation on the Downtown West Development Agreement, followed by SAAG discussion
• Anticipating a public comment period at the end

Virtual Community Meeting: March 20, 10:00 AM
• For community members to learn about and share feedback on the Downtown West Development Agreement

Diridon Transportation Forum (Friends of Caltrain): March 8
• Learn about the strategies for managing parking, traffic, and alternative modes of transportation; Q&A
How to learn more

Visit the City’s website (www.diridonsj.org):
• Learn about upcoming public meetings
• Watch recorded presentations
• View the draft plans (Draft Amended DSAP, Downtown West Project, Draft Diridon Affordable Housing Implementation Plan)
• Read background information
• Sign up for email updates

Visit Google’s Downtown West site: g.co/sanjose

Email the project team with any questions or comments on the projects: Lori.severino@sanjoseca.gov
Questions
Next Steps

• Next CWG meeting:
  May 13, 4:00 PM, Virtual Meeting
  - CWG Member Report Backs
  - Financial Update
  - Phase II Update
  - Community Engagement
    - Small Business Resources Study
    - CalMod Update

• Action Items